

**Amendments to the Claims**

1 Claim 1 (currently amended): A computer program product for enabling television ("TV")  
2 commerce to generate revenue streams for TV originators, said program product embodied on  
3 computer readable media readable by one or more computing systems in an interactive television  
4 environment having a connection to a computer network and comprising:

5 computer-readable program code means for initiating a TV commerce transaction by a  
6 consumer using said interactive television environment, wherein said transaction pertains to an  
7 offering of a merchant;

8 computer-readable program code means for gathering [TV context information] related to  
9 said transaction;

10 computer-readable program code means for transmitting said gathered TV context  
11 information from a device used by said consumer to an issuer of an account of said consumer  
12 when requesting authorization of payment, using said account, for said transaction;

13 computer-readable program code means for including said transmitted TV context  
14 information in an authorization token created by said issuer if said issuer authorizes said payment,  
15 wherein said authorization token is digitally signed by said issuer;

16 computer-readable program code means for sending said authorization token to an  
17 acquirer that processes payments for said merchant when requesting said acquirer to collect said  
18 payment for said transaction; and

19 ~~computer-readable program code means for securely transmitting said gathered TV~~  
20 ~~context information in a series of payment protocol messages that correspond to said consumer's~~  
21 ~~payment to said merchant for said transaction, such that said gathered TV context information~~

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22 ~~eventually reaches, in unaltered form, a payment processor that processes payments for said~~  
23 ~~merchant, and~~  
24 computer-readable program code means for concluding, by said acquirer upon verifying  
25 that said issuer created said digital signature on said authorization token, that said payment was  
26 authorized by said issuer and that said TV context information included therein has not been  
27 altered, and therefore proceeding to automatically allocating, ~~by said payment processor, a~~  
28 allocate a portion of said consumer's payment to one or more of said TV originators, according to  
29 said ~~securely-transmitted~~ TV context information, and reducing an amount of said payment to be  
30 paid to said merchant by said automatically allocated portion.

*C/PCN*  
Claims 2 - 6 (canceled)

1 Claim 7 (currently amended): The computer program product according to Claim 1, wherein said  
2 computer-readable program code means for concluding and therefore proceeding to automatically  
3 allocating allocate further comprises:

4 computer-readable program code means for extracting an identification of each of said one  
5 or more TV originators from said ~~securely-transmitted~~ TV context information; and

6 computer-readable program code means for determining said portion to be allocated using  
7 a predetermined percentage of said payment, for each of said TV originators for whom said  
8 identification is extracted.

1 Claim 8 (currently amended): The computer program product according to Claim 1, further

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2 comprising computer-readable program code means for extracting said ~~securely-transmitted~~ TV  
3 context information from said authorization token when said acquirer has verified that said issuer  
4 created said authorization token and sending said extracted information from said payment  
5 processor to at least one of said one or more TV originators.

Claims 9 - 19 (canceled)

1 Claim 20 (currently amended): A system for enabling television ("TV") commerce to generate  
2 revenue streams for TV originators in an interactive television environment, said environment  
3 having a connection to a computer network and said system comprising:  
4 means for initiating a TV commerce transaction by a consumer using said interactive  
5 television environment, wherein said transaction pertains to an offering of a merchant;  
6 means for gathering TV context information related to said transaction;  
7 means for transmitting said gathered TV context information from a device used by said  
8 consumer to an issuer of an account of said consumer when requesting authorization of payment  
9 using said account, for said transaction;  
10 means for including said transmitted TV context information in an authorization token  
11 created by said issuer if said issuer authorizes said payment, wherein said authorization token is  
12 digitally signed by said issuer;  
13 means for sending said authorization token to an acquirer that processes payments for said  
14 merchant when requesting said acquirer to collect said payment for said transaction; and  
15 means for securely transmitting said gathered TV context information in a series of

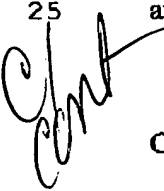
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16 ~~payment protocol messages that correspond to said consumer's payment to said merchant for said~~  
17 ~~transaction, such that said gathered TV context information eventually reaches, in unaltered form,~~  
18 ~~a payment processor that processes payments for said merchant, and~~

19 means for concluding, by said acquirer upon verifying that said issuer created said digital  
20 signature on said authorization token, that said payment was authorized by said issuer and that  
21 said TV context information included therein has not been altered, and therefore proceeding to  
22 automatically allocating, by said payment processor, a allocate a portion of said consumer's  
23 payment to one or more of said TV originators, according to said securely-transmitted TV  
24 context information, and reducing an amount of said payment to be paid to said merchant by said  
25 automatically allocated portion.

 Claims 21 - 25 (canceled)

1 Claim 26 (currently amended): The system according to Claim 20, wherein said means for  
2 concluding and therefore proceeding to automatically allocating allocate further comprises:

3 means for extracting an identification of each of said one or more TV originators from  
4 ~~said securely-transmitted TV context information; and~~

5 means for determining said portion to be allocated using a predetermined percentage of  
6 said payment, for each of said TV originators for whom said identification is extracted.

1 Claim 27 (currently amended): The system according to Claim 20, further comprising means for  
2 extracting said ~~securely-transmitted~~ TV context information from said authorization token when

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3 said acquirer has verified that said issuer created said authorization token and sending said  
4 extracted information from said payment processor to at least one of said one or more TV  
5 originators.

Claims 28 - 39 (canceled)

1 Claim 39 (currently amended): A method for enabling television ("TV") commerce to generate  
2 revenue streams for TV originators in an interactive television environment, said environment  
3 having a connection to a computer network and said method comprising the steps of:

4 initiating a TV commerce transaction by a consumer using said interactive television  
5 environment, wherein said transaction pertains to an offering of a merchant;

6 gathering TV context information related to said transaction;

7 transmitting said gathered TV context information from a device used by said consumer to  
8 an issuer of an account of said consumer when requesting authorization of payment, using said  
9 account, for said transaction;

10 including said transmitted TV context information in an authorization token created by  
11 said issuer if said issuer authorizes said payment, wherein said authorization token is digitally  
12 signed by said issuer;

13 sending said authorization token to an acquirer that processes payments for said merchant  
14 when requesting said acquirer to collect said payment for said transaction; and


15 securely transmitting said gathered TV context information in a series of payment protocol  
16 messages that correspond to said consumer's payment to said merchant for said transaction, such

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17 ~~that said gathered TV context information eventually reaches, in unaltered form, a payment~~  
18 ~~processor that processes payments for said merchant, and~~  
19 concluding, by said acquirer upon verifying that said issuer created said digital signature  
20 on said authorization token, that said payment was authorized by said issuer and that said TV  
21 context information included therein has not been altered, and therefore proceeding to  
22 ~~automatically allocating, by said payment processor, a~~ allocate a portion of said consumer's  
23 ~~payment to one or more of said TV originators, according to said securely-transmitted TV~~  
24 ~~context information, and reducing an amount of said payment to be paid to said merchant by said~~  
25 ~~automatically allocated portion.~~

 Claims 40 - 44 (canceled)

1 Claim 45 (currently amended): The method according to Claim 39, wherein said step of  
2 concluding and therefore proceeding to automatically allocating allocate further comprises the  
3 steps of:  
4 extracting an identification of each of said one or more TV originators from said ~~securely-~~  
5 ~~transmitted~~ TV context information; and  
6 determining said portion to be allocated using a predetermined percentage of said  
7 payment, for each of said TV originators for whom said identification is extracted.

1 Claim 46 (currently amended): The method according to Claim 39, further comprising the step of  
2 extracting said ~~securely-transmitted~~ TV context information from said authorization token when

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3 said acquirer has verified that said issuer created said authorization token and sending said  
4 extracted information from said payment processor to at least one of said one or more TV  
5 originators.

Claims 47 - 58 (canceled)

1 Claim 59 (previously presented): The method according to Claim 46, further comprising the step  
2 of sending said extracted information from said payment processor to said merchant.

*Clint*  
Claims 60 - 61 (canceled)

1 Claim 62 (new): The method according to Claim 39, wherein said gathered TV context  
2 information comprises information from a data stream transmitted with a TV program. *OW*

1 Claim 63 (new): The method according to Claim 39, wherein said gathered TV context  
2 information comprises information from an advertisement shown during a TV program. *OW*

1 Claim 64 (new): The method according to Claim 39, wherein said gathered TV context  
2 information comprises an identification of said consumer.

1 Claim 65 (new): The method according to Claim 39, wherein said gathered TV context  
2 information comprises an identification of a TV program, channel, and/or station being displayed

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3 when said transaction was initiated.

1 Claim 66 (new): The method according to Claim 39, wherein said gathered TV context  
2 information comprises an original broadcast date and/or time of a TV program being watched by  
3 said consumer when said transaction was initiated.

1 Claim 67 (new): The method according to Claim 39, wherein said gathered TV context  
2 information comprises TV viewing records of said consumer.

*Cont*  
1 Claim 68 (new): The method according to Claim 39, wherein said gathered TV context  
2 information comprises an identification, date, and/or time of an advertisement from which  
3 consumer initiated said transaction.

1 Claim 69 (new): The method according to Claim 39, wherein said gathered TV context  
2 information comprises an indication that said transaction was initiated from said interactive  
3 television environment.

1 Claim 70 (new): The method according to Claim 39, wherein said device digitally signs said  
2 payment authorization request on behalf of said consumer before transmission to said issuer, and  
3 wherein said issuer verifies said digital signature of said device as a condition of authorizing said  
4 payment.

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1 Claim 71 (new): A method of allocating revenue for television ("TV") commerce, comprising  
2 steps of:

3 gathering contextual information related to a transaction between a consumer and a  
4 merchant, wherein the transaction is initiated in an interactive TV environment;

5 including a digitally-signed version of the contextual information when requesting  
6 authorization of payment for the transaction;

7 including the digitally-signed version in a digitally-signed authorization token that is  
8 created, by an issuer of an account of the consumer, to signify that the issuer authorizes the  
9 payment from the account; and

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10 upon determining, by an acquirer that processes payments for the merchant, that it has  
11 received an authentic digitally-signed authorization token pertaining to the transaction and that  
12 this authentic token contains contextual information, programmatically allocating a portion of the  
13 payment authorized by the authentic authorization token to one or more TV originators identified  
14 by the contextual information.

1 Claim 72 (new): A method for enabling television ("TV") commerce to generate revenue streams  
2 for TV originators in an interactive television environment, said environment having a connection  
3 to a computer network and said method comprising steps of:

4 initiating a TV commerce transaction by a consumer using said interactive television  
5 environment, wherein said transaction pertains to an offering of a merchant;

6 gathering TV context information related to said transaction;

7 digitally signing said gathered TV context information, by a device used by said consumer,

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8 on behalf of said consumer;

9 including said digitally-signed TV context information in a message sent from said device  
10 to said merchant, wherein receipt of said message by said merchant triggers payment processing  
11 for said transaction;

12 forwarding said digitally-signed TV context information from said merchant to an acquirer  
13 that processes payments for said merchant; and

14 upon verifying, by said acquirer, that payment for said transaction is authorized and that  
15 said device created said digital signature on said TV context information, automatically allocating  
16 a portion of said authorized payment to one or more of said TV originators, according to said TV  
17 context information, and reducing an amount of said payment to be paid to said merchant by said  
18 automatically allocated portion.

1 Claim 73 (new): The method according to Claim 72, wherein said acquirer determines that said  
2 payment for said transaction is authorized by verifying a digital signature on an authorization  
3 token that has been created by an issuer of an account of said consumer to signify that said issuer  
4 authorizes said payment for said transaction using said account.

1 Claim 74 (new): A system for enabling television ("TV") commerce to generate revenue streams  
2 for TV originators in an interactive television environment, said environment having a connection  
3 to a computer network and said system comprising:

4 means for initiating a TV commerce transaction by a consumer using said interactive  
5 television environment, wherein said transaction pertains to an offering of a merchant;

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6 means for gathering TV context information related to said transaction;

7 means for digitally signing said gathered TV context information, by a device used by said  
8 consumer, on behalf of said consumer;

9 means for including said digitally-signed TV context information in a message sent from  
10 said device to said merchant, wherein receipt of said message by said merchant triggers payment  
11 processing for said transaction;

12 means for forwarding said digitally-signed TV context information from said merchant to  
13 an acquirer that processes payments for said merchant; and

14 upon verifying, by said acquirer, that payment for said transaction is authorized and that  
15 said device created said digital signature on said TV context information, means for automatically  
16 allocating a portion of said authorized payment to one or more of said TV originators, according  
17 to said TV context information, and reducing an amount of said payment to be paid to said  
18 merchant by said automatically allocated portion.

1 Claim 75 (new): A computer program product for enabling television ("TV") commerce to  
2 generate revenue streams for TV originators, said computer program product embodied on  
3 computer readable media readable by one or more computing systems in an interactive television  
4 environment having a connection to a computer network and comprising:

5 computer-readable program code means for initiating a TV commerce transaction by a  
6 consumer using said interactive television environment, wherein said transaction pertains to an  
7 offering of a merchant;

8 computer-readable program code means for gathering TV context information related to

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9 said transaction;

10 computer-readable program code means for digitally signing said gathered TV context  
11 information, by a device used by said consumer, on behalf of said consumer;

12 computer-readable program code means for including said digitally-signed TV context  
13 information in a message sent from said device to said merchant, wherein receipt of said message  
14 by said merchant triggers payment processing for said transaction;

15 computer-readable program code means for forwarding said digitally-signed TV context  
16 information from said merchant to an acquirer that processes payments for said merchant; and

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17 upon verifying, by said acquirer, that payment for said transaction is authorized and that  
18 said device created said digital signature on said TV context information, computer-readable  
19 program code means for automatically allocating a portion of said authorized payment to one or  
20 more of said TV originators, according to said TV context information, and reducing an amount  
21 of said payment to be paid to said merchant by said automatically allocated portion.

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